

ESTTA Tracking number: **ESTTA699504**

Filing date: **09/30/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Hidayah Nazarudin
Granted to Date of previous extension	09/30/2015
Address	2700 Neilson Way#521 Santa Monica, CA 90405 UNITED STATES
Attorney information	Mark B. Mizrahi Wolf, Rifkin, Shapiro, Schulman & Rabkin, LLP 11400 West Olympic Blvd.9th Floor Los Angeles, CA 90064 UNITED STATES patentandtrademarks@wrslawyers.com Phone:310-478-4100

Applicant Information

Application No	86501787	Publication date	06/02/2015
Opposition Filing Date	09/30/2015	Opposition Period Ends	09/30/2015
Applicant	Alphafemme Coaching LLC 3501 W 41St Street Los Angeles, CA 90008 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. First Use: 2013/10/01 First Use In Commerce: 2013/10/01 All goods and services in the class are opposed, namely: Arranging, organizing, conducting, and hosting social entertainment events; Education services, namely, providing classes, seminars, workshops in the field of business; Professional coaching services in the field of business

Grounds for Opposition

Other	Trademark mis-use; Priority and likelihood of confusion
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Attachments	Opposition.pdf(119137 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/mark b mizrahi/
Name	Mark B. Mizrahi
Date	09/30/2015

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No.)	
86/501787 for the Service Mark)	
AMBITIONISTA)	
)	
Published in the Official Gazette)	Opposition No.
on June 2, 2015)	
)	
Hidayah Nazarudin,)	
)	
Opposer,)	
)	
v.)	
)	
Alphafemme Coaching LLC,)	
)	
Applicant.)	
_____)	

NOTICE OF OPPOSITION

Hidayah Nazarudin, an individual, with an address in Santa Monica, California (hereinafter "Opposer") believes that she will be damaged by registration of the mark AMBITIONISTA, as shown in Serial No. 86/501787, and hereby opposes the same.

As grounds of opposition, it is alleged that:

1. On information and belief, Applicant, Alphafemme Coaching LLC ("Applicant"), is a California Limited Liability Company, with an address located at 3501 W 41ST Street, Los Angeles CA 90008.

2. On January 13, 2015, Applicant filed application Serial No. 86/501787 for registration of the mark AMBITIONISTA for “Arranging, organizing, conducting, and hosting social entertainment events; Education services, namely, providing classes, seminars, workshops in the field of business; Professional coaching services in the field of business,” in International Class 041 (“Applicant’s Services”) under Section 1(a) of the Trademark Act.

3. Opposer is engaged in providing (1) fashion and beauty consulting services; (2) providing information about fashion; (3) online social networking services provided through a fashion community website; (4) personal stylist services, namely, evaluating the physical attributes, lifestyle, and fashion styles of others and recommending clothing and accessories to achieve the personal image desired by the client; and (5) providing a web site featuring information and advice in the fields of beauty, fashion, leisure, and food (“Opposer’s Services”), in part, in connection with the designation THE AMBITIONISTA.

4. Opposer consistently, continuously, and to this date continues to utilize the designation THE AMBITIONISTA in connection with Opposer’s Services.

5. Opposer’s THE AMBITIONISTA trade name and service mark are the exclusive property of Opposer and are distinctive as applied to Opposer’s Services.

6. Applicant has alleged in writing to Opposer and to Opposer’s customers and business associates that Opposer’s use of its THE AMBITIONISTA designation in connection with Opposer’s Services infringe upon Applicant’s alleged rights in its AMBITIONISTA service mark as applied to Applicant’s Services. In fact, Applicant has alleged that Opposer’s use of THE AMBITIONISTA designation in connection with Opposer’s Services is likely to confuse

purchasers as to the source of the parties' respective services offered in connection with their respective marks.

7. Opposer would be damaged by the granting of a registration for the mark in the application opposed herein, in part, because it would likely lead to stepped-up efforts by Applicant to interfere with Opposer's business and legitimate rights to continue to use the designation THE AMBITIONISTA in connection with Opposer's Services.

8. On information and belief, Opposer enjoys superior rights and/or priority in her designation THE AMBITIONISTA for Opposer's Services vis-à-vis Applicant's alleged rights in the mark set forth in the opposed application.

9. To the extent that, as Applicant has previously alleged, there is indeed a likelihood of confusion amongst consumers as to the source, association, sponsorship, or connection of Opposer's and/or Applicant's respective services resulting from their respective uses of their marks herein described in connection with their respective services, then the registration of the opposed application would cause serious damage to Opposer.

10. Accordingly, Opposer's opposition against Application Serial No. 86/501787 should be sustained under §2(d) of the Trademark Act.

WHEREFORE, Opposer prays that this opposition be sustained and that the registration of Application Serial No. 86/501787 be refused.

Respectfully submitted,

By: /s/ Mark. B. Mizrahi
Mark B. Mizrahi
Attorneys/Agents for Opposer

Date: September 30, 2015

**WOLF, RIFKIN, SHAPIRO, SCHULMAN
& RABKIN, LLP**

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CERTIFICATE OF SERVICE

I certify that I served:

NOTICE OF OPPOSITION

on September 30, 2015 by:

_____ delivering
 X mailing (via First-Class mail)

a copy to:

ALPHAFEMME COACHING LLC
3501 W 41st St
Los Angeles, CALIFORNIA 90008-2643

/s/_____
Mark Mizrahi